

# How She Deceived Admirers At The Ball

by V. VIVAUDOU

Wearing a Mask She Passed as a Young Girl, Admired and Sought After by All the Men, Envied by All the Women. The Secret of Her Beautiful Natural Complexion and Youthful Firmness of Face and Neck She Tells In Her Letter.

Society was startled recently by the prank of a well known matron with two grown daughters.

A renowned beauty in her day, she was resolved to prove, on the occasion of the annual Beaux Arts Ball, that she was still beautiful—and as young as she was beautiful.

She knew she was. Her own mirror told her what continuous and proper care of her beauty had achieved.

But people had too long associated her with her daughters. She was looked upon as a matron.

So she decided upon a small domino mask for this ball, that would conceal her eyes and her identity, but not her flawless skin, her blooming natural complexion, and the firm contour of her face and neck.

She went to the ball at the Astor on February 16th—masked. Introduced under an assumed name at this classic event of New York fashionables, no one knew who she was, only what she was—young and radiant and beautiful. She was a sensation. The young dancing men crowded round her.

When she revealed herself at the end, everyone—including her jealous daughters—wondered how she had been able to do it. She advised them to care for their complexions as she had done. Read her letter.



## PULSING, TINGLING SENSATION

The sensation of a real Mineralava Treatment is unlike anything you have ever experienced. The pulsing and tingling of your blood grows stronger and stronger. You feel your circulation quicken. You know you are freeing the pores of their accumulations and stirring the whole face into life and bloom.

Daintily applied to face and neck with a brush without touch of hands—the clay dries into a fragrant, moulding mask within the space of 12 minutes. Immediately, after the mask is washed away with invigorating Cold Water—you see the result of restored circulation, in a natural color—which lingers for hours. Your common sense tells you how continuance of this treatment helps Nature restore or preserve Beauty.

## MINERALAVA FACE FINISH

Always apply Mineralava Face Finish, a necessary skin food and tonic, acting as a perfect base for powder and to be used constantly after and between applications of Mineralava Beauty Clay.

Ask today at Department or Drug Stores for Mineralava Beauty Clay and Mineralava Face Finish. The first treatment lets you feel what Nature can do for you. If you continue twice a week with the 18 treatments that one bottle of Mineralava Beauty Clay contains you will see your natural beauty grow. Begin now. Or send 25c for trial tube of Clay. Scott's Preparations, Inc., 10 East 38th St., New York City

Do not try to cover a complexion you are not proud of. Make-up never looks natural on a poor skin. It will not build your muscles and tissues. Powders, creams, cosmetics all have their use, but no one claims they help Nature function.

If your skin has lost its firmness and freshness, if you want these qualities preserved, Help Nature With Mineralava.

## HOW MINERALAVA HELPS NATURE FUNCTION

The MINERALAVA Treatment (Mineralava Beauty Clay—Cold Water—Face Finish) is famous in fashionable beauty shops because it alone Helps Nature Function by accelerating the flow of fresh, cleansing, vitalizing blood through the muscles and tissues of the face. Blood is Nature's way of giving Life—feeding tissues, cleansing the skin, building the muscles full and firm, resisting wrinkles—the one sure way to a Natural Beauty.

Blood circulation, Nature's secret of Beauty, is yours instantly with Mineralava. Simple as this treatment seems as you try it—remember, it stimulates blood action and really beautifies only because of the special formula which has baffled imitators. Unlike imitations, it contains ingredients which make it immensely effective—and at the same time harmless to the most delicate skin, as proven in exclusive beauty shops for 23 years.

Nation-Wide Endorsement by the Experts of the Biggest Department Stores in the World.

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This Famous Fashionable Treatment Now in Bottles for Use at Home. At DEPARTMENT and DRUG STORES.

## HER LETTER

"Use my picture if you wish, without my name. I masqueraded at this ball to prove to myself—and to my daughters—that I still looked as youthful as the younger set. At thirty-nine, my complexion is blooming and my contour firm. Wrinkles have been resisted to a remarkable degree by the firmness of my flesh. Never, of course, have I massaged my face and neck, for I never wished to take the risk of sagging muscles and a flabby skin that unskillful massage surely brings. I find that the Mineralava Treatment is indeed Nature's Way to Beauty, having used it for many years. I use the Beauty Clay constantly twice a week—and the delightful Face Finish all the time. Both are wonderful! As I tell my daughters, both old and young should use Mineralava regularly, for the after effects of a good circulation are continuously better and better."

For Sale at all Drug Stores

GUARANTEE: We guarantee Mineralava and will refund your money if you are not satisfied with results after two treatments. SCOTT'S PREPARATIONS, INC., 10 E. 38th Street, New York City

Men—Ask Your Barber



Nature's Way to Beauty

# Mineralava

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